

HAIR DRESSING AND MARCELLING

Miss A Downey will be at the Gleichen Hotel from 4 p. m. each Wednesday to 2 p. m. on Thursday.

PHONE CENTRAL FOR APPOINTMENT

DR. A. W. BOWLES

M.D.C.M. McGill, M.C.P.A. (Ala.)
Physician
and Surgeon
Phone Office 41 - Residence 40
GLEICHEN

GLEICHEN HOSPITAL

MRS. A. V. COCKE, R.N.,
(Registered in the Province of
Saskatchewan and Alberta.)
Nurse in Charge

VISITING HOURS:
8 to 4 P.M. — and — 7 to 9 P.M.

P.O. BOX 141
PHONE 35 — DAY OR NIGHT

MISS E. FRANKTON

Maternity Nurse
Box 70, Phone 104
GLEICHEN, ALBERTA

T. H. Beach Auctioneer

Sales Conducted any place
in the Province

FOR TERMS
Reside at Gleichen Harrows Store.
Office phone 9 Residence phone 9

JOHN BOYD, L.B.

Barriater Solicitor
and Notary Public
GLEICHEN, ALBERTA
(SUCCESSORS TO R. & COBURN)

M. W. MACDONALD, L.B.

BARRISTER-AT-LAW
ARROWOOD, ALBERTA

COLLECTIONS A SPECIALTY.

Estates, Loans, Insurance, Bail, Fire
and Life

INVESTMENTS — FARM LANDS

TOWN OF GLEICHEN OFFICE HOURS

9 a.m. to 12:30 p.m. and
2:30 p.m. to 5:30 p.m. Daily

Council meeting second Friday of
each month at 8 p.m.

This office will be closed on following:
Sundays, Statutory Holidays and the
last fortnight of July each year.

Also:
First two legal working days of each
month for meter reading and first two
legal working days following the
15th of month for collections, etc.

PETER MACLEAN,
Solemnary Treasurer.

GEO. W. EVANS

Undertaking
and Embalming

MOTOR HEARSE

Artificial wreaths always on
hand. Weather extremes
will not affect these flowers
in any way.

GLEICHEN, ALTA.

ROY M. ALLEN

Licensed Auctioneer
— and Valuator

Will Sell anything You have
or own
Phone Rural, Milo
CLUNY P.O., - ALBERTA

THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR
Member of the Canadian Weekly Newspapers Association
Member of the Alberta Press Association

Published every Wednesday in the Heart of a Wonderful Rich Farming
and Stocking District.

SUBSCRIPTION, \$2.00 per Year: Foreign Countries \$2.50
Advertising Rates—Display, 10c per Column Inch First Insertion and 5c
for each subsequent insertion. Reading matter accepted only with
display advertising at 10 cents per line. No ad. to be less than 10 lines.
RECEIPTS MUST BE ADDED TO ALL CHECKS

GLEICHEN, ALBERTA, WEDNESDAY

A HINT TO INDUSTRIOUS PEOPLE

Major H. G. L. Strange, president Canadian Seed
Growers' Association states that he once enjoyed the
acquaintance of a man who had become very wealthy
by investing his money in sugar plantations in the South
Sea Islands. He seemed to have an uncanny foresight as
to those plantations that would pay and those that would
not pay. He once explained to me that this was very easy.
"Show me the entrance gates to a plantation," he
said, "and if they are well kept and well painted, there's
a plantation that will pay! Because the management is
prudent of their enterprise."

Does anyone sell paint in Gleichen? If so it should
advertised. There are any amount of buildings and
fences in Gleichen and surrounding district that needs
a liberal application of paint.

MEN'S STYLES

A London fashion expert discussing the trend of
feminine fashions is of the opinion that the time is not far
distant when the male costume will rise in wrath and
smite his female consort hip and thigh in his extravagance
of his apparel. He says, "The French, who popularized
long pants during their reversion of 1793, now are dis-
cussing a proposal to put the male specie back into knee
breeches not "plus fours," but fancy silk breeches Beau
Brummels of the eighteenth century wore." Ever alert
for feminine charms, the Gallic male has observed through
recent years how inch by inch well-dressed women have
shortened their skirts until now their very knee caps brave
the public gaze. With his traditional logic the French-
man began to ask why men should not be equally free to
display what ever charms they may think they possess
between ankle and knee. Proponents of shorter, snappy
breeches, argue that masculine wear has become too dull
standardized and colorless in recent years. In their opin-
ion it would be a service to beauty and a contribution to the
gaity of nations to do away with sombre woollen
trousers and re-adapt shorter garments of silk and satin
in bright colors reminiscent of the Stuart era. How's that
for a prospect. It would surely be a wonderful sight to
see our town fathers arrayed in knee breeches, silken
hose with lace and ribbons trimmings, silver buckled
shoes, flowing cloaks, ostrich plumed hats and befringed
neck of the cavalier of those days. And why not? Is
the male of every other species of animal that mother
nature has adorned in regal colors when they cannot
help themselves, why then should not the male human
help himself to the adornment of his person as well as his
more feeble consort—Why not?

IF ADVERTISING STOPPED

"What would be the reaction upon the cost of liv-
ing if advertising ceased and its beneficent force were
stopped?" This question, was asked by a Gleichen in-
dividual and provides much food for rumination.
It is an interesting conjecture. Advertising largely
takes the place of personal selling effort, which is very
much more expensive.

One editor cogitating on the possibility of a cessa-
tion of advertising says:
It would mean that our railroad trains would be
thronged with salesmen whose homeward bound mail
would carry fewer orders, all of smaller volume than now
Distribution upon the present scale would be impossible.
Manufacturing would fall off, with consequent decrease
in labor demand. Jobbers would find their business pro-
portionally limited. Retailers would make fewer and
slower turnovers. Prices of all commodities would take
a rise that would make war prices and ante-war prices
seem low by comparison.

CARLYLE'S CRITICISM

Thomas Carlyle wrote scathingly of the way the
reading public with avidity seizes upon the latest scandal
news about people unknown to the readers personally.
Carlyle calls it the evidence of a small mind, and we think he
is exactly right.

Metropolitan newspapers are the greatest offenders
in the line of purveying this type of "news" to their read-
ers, catering to the lower minds of the community by so
doing.

Legitimate information about one's neighbors,
such as the arrival of a new barn, the births, the marriages
and deaths in our community are wholesome and are
outside of the realm of impertinent curiosity, which
drew the great Thomas' wrath. These are the main
items carried by country weeklies, along with straight
constructive matter like the doings of the chambers, the
constructive matter like the doings of the Board of Trade
and other public bodies and officials. They do not de-
scend to the tattling of private scandals, small police
court doings, etc.

Carlyle's criticism does not concern country week-
lies. The small minds, completely empty, are more often
found in the great cities than in the rural communities.

FARM-OWNED ELEVATORS

At almost a thousand different points in the
Prairie Provinces there are Farmers-owned
Elevators. The overwhelming verdict of Western
farmers is that Farmers' Elevators are
absolutely necessary to the country, and that
Farmers' Elevators improve conditions where
they are established.

UNITED GRAIN GROWERS LTD

ELEVATOR AT
Gleichen, Arrowood, Cluny, Shouldice, Namaka
Leave your provisional Order for this year's Order Book at

If you want
Insurance
GET the BEST
See the Old Established Firm
HENDERSON & MALLORY
GLEICHEN, Alberta.

Have You Relatives
or Friends
IN THE—
OLD COUNTRY
whom you wish to bring to Canada?
CANADIAN PACIFIC
HAVE AN EXCELLENT ORGANIZATION THROUGHOUT THE
EUROPEAN CONTINENT AND CAN GIVE THE BEST OF SERVICE
Fare paid can be arranged through
the Ticket Agent
H. H. HALL, GLEICHEN
G. D. BNOPEY, District Passenger Agent.

Brighten up your store windows, show your
goods attractively and ADVERTISE in
The Gleichen Call. You will find that the
buying public of this community appreciates
the "shopping news" in your advertise-
ments each week.

SPECIAL ANNOUNCEMENT
R L CAMPBELL
of Queenstown
wishes to announce
his appointment as Agent of
**The New York Life Insurance
Company**

If you want the best Life Insurance,
'this is it. Purely mutual—All the
Profits go to the 2,000,000 Policy
holders
5% BILLIONS OF INSURANCE IN FORCE
Can't Be Beat
GET THE BEST

"I made him what he is" usually. The trouble seems to be too much
meat, "I once hired him to make getting before marriage and not
money for me."

HOW IS YOUR STOCK OF:
**LOOSE LEAF
ACCOUNT SHEETS
BILL HEADS
LETTER HEADS
MEMO HEADS
ENVELOPES
STATEMENTS
BUTTER WRAPPERS
ENVELOPES
POSTERS
CARDS, ETC. ETC. ETC.**
ADVISE THE CALL, PHONE 12

**Style-
Quality-
Performance**
Comparable to the Costliest Cars
NEW LOWER
PRICES
Chevrolet
Model 1911-12
Model 1913
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People of Gleichen!   Folks Near and Far!

J. C. MELVIN GENERAL MERCHANT GLEICHEN

ANNOUNCES

he has decided to CLOSE OUT all of the Matthews Co. stock
of Dry Goods, Men's Wear, Foot Wear and Groceries

STORE WIDE SALE

at Nine o'clock Sharp and will continue the following

Thirteen Days to sell out this
Great \$10,000.00 worth of General Merchandise

STARTS FRI. MAR. 18

REAL DOLLAR BILLS FOR 25c.

Hundreds of Grab Boxes containing wonderful values and prizes including One Dollar Bills. None worth less than double. 25c. Grab One Quickly. 25c.

All Ladies Shoes and Slippers, Fashionable and durable
Reg. to \$5.50, Sale \$2.65

SOME EYE-OPENING PRICES

Boys or Misses Shoes or Boots, Sizes 6 1/4 to 1, Reg. to
\$3.75 to clear all at \$2.45

MEN'S FURNISHINGS

Mackinaw Coats, Reg. \$8.95, Sale \$4.95
Men's Overalls with or without Bib, now, 1.65
Men's Moleskin Work Pants Reg. \$4.50 Sale 3.65
Men's Sweaters and Pullovers Reg. to \$8.50 Sale 3.95
Cloth Work Shirts, Reg. \$2.00 Sale, 1.35
Men's Dress Shirts, Sale Up to \$3.95 1.75
Stanfield Red Label all one price, Reg. \$4.95 Sale, 3.75
Youths Fleece Lined Combination Reg. \$1.60 Sale, 1.10
Men's Cloth Caps, Reg. to \$2.50 for 95
Men's Work Shirts, Blue or Tan, Reg. \$1.75 Sale 1.10

Men's all Cashmere Sox,
Reg. \$1.00, Sale 50c

Children's Little Duck or Sweetheart All Sizes, 50
Reg. to \$1 Sale
All Buster Brown Stocking Regardless of Price,
or Size, Sale, 45
Ginghams, while they last 17 1/2
Reg. \$1.10 Fugi Silks all shades 79
27-in. Jap Silks all colors, Reg. 85c. For 59
80-in Sheetting worth \$1.00 Sale, 59

Dainty in various Shades,
Reg. 40c, Sale 25c

All the DRY GOODS to be sold right out.

BLANKETS ETC., ETC.

Blankets Sheetings, Towels, Towel-
ing, etc., all marked down in plan
figures at Less Than Wholesale.

CONGOLEUM RUGS

9X10 Reg. \$15.75, \$12.45
9X12 Reg. \$18.00, \$14.45
9X13 1/2, Reg. \$20.25, \$16.95
8 1/2 Linoleum Reg. \$12.25, Sale 95c

DRY GOODS.

Ladies Vests Reg. up to 50c Sale, 25
Children's Union Suits all marked to Half Price.
Ladies Combination Reg. up to \$1.25, Sale, 75
Wide striped Flannelette, Reg. 25c. Sale, 17
White Flannelette Reg. 35c. Sale, 22 1/2
Ladies Silk Hose all shades, Reg. 75c. Sale, 45

Ladies Kid Gloves

Black, White
or Colored,
English make.
Reg. \$1.95,
Sale 49c

MISSIE DIRECTORIES

Stockinette
White or Pink
Reg. 50c.
Sale 29c

P. & G. SOAP

17
Tablets
for
ONE
DOLLAR

GROCERIES AT SALE PRICES

Sugar 100 lbs., \$7.85; 20 lbs., \$1.65; 10 lb 85c
Reg. 65c. Bulk Tea, 55c
5 lb. Syrup, Reg. 60c, 45c
1/2 lb. of Salmon 3 for 25c
Reg. 25c. Salmon, large, 15c
\$1.00 Sodas, now 65c
4 lb. pail Mf ed Jam, Plum or Loganberry, 47 1/2c
4 lb. Pail Black Currant or Strawberry, 75c
Soups, Tomatoe, etc., 10c
Pickles, any kind Quart, 49c
Tomatoe, 2 1/2 lbs. (large) 15c
Lard 3 lb. Pail 59c
Lard 5 lb. Pail, 1.10
Cheese, Prime Canadian, 29c
Cranberries, 2 lbs. for 25c
All Groceries reduced for this Sale. Special Every Day
Special in Men's Work Sox, 4 pair for \$1.00
Japanese Crepes, all shades, Sale 19c

THE ENTIRE STOCK NOW MARKED DOWN TO SELL

Great Sale Starts Fri. Mar. 18 J. C. MELVIN, GLEICHEN Doors Open at Nine O'clock

